



WPVI-TV PHILADELPHIA  
4100 City Line Ave.  
PHILADELPHIA PA 19131

Acknowledgment of Agreement Between WPVI-TV PHILADELPHIA and

DATE: 09-26-2012 PAGE: 1 of 3

NATIONAL MEDIA RESEARCH PLANNING &  
PLACE - 3736  
ATTN: NMRPP MEDIAASSISTANT  
815 SLATERS LANE  
ALEXANDRIA VA 22314

Contract No	Contract Dt	Revision Dt	Rev#	Advertiser	Brand	Product Code	Station/Market
400113	09-25-2012	09-25-2012	1	NRCC-INDEPENDENT EXPENDITURE	NRCC IE 2012	POLITICALS	WPVI - PHILADELPHIA

Agency Est# 155 426 3259			CMS # 244484	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 10-19-2012	End Date 10-25-2012	Billing M (Broadcast Month, Cycle 1)						Package N	Contract Title 244484		
Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
			Agency CPE: C : 155 P : 426 E : 3259														
1	10-19-2012	10-19-2012	06:00AM - 07:00AM	MORNING NEWS 6A MO-FR (6949)	10	30					2			2	2,500	2	5,000.00
2	10-22-2012	10-25-2012	06:00AM - 07:00AM	MORNING NEWS 6A MO-FR (6949)	10	30	2	2	2	2				8	2,500	8	20,000.00
3	10-19-2012	10-19-2012	07:00AM - 09:00AM	MORNING NEWS GMA 7A MO-FR (6910)	10	30					2			2	2,500	2	5,000.00
4	10-22-2012	10-25-2012	07:00AM - 09:00AM	MORNING NEWS GMA 7A MO-FR (6910)	10	30	2	2	2	2				8	2,500	8	20,000.00
5	10-23-2012	10-25-2012	09:00AM - 10:00AM	DAYTIME 9-10A WEEKKDAY (6912)	10	30		1		1				2	1,300	2	2,600.00
6	10-19-2012	10-19-2012	12:00PM - 12:30PM	DAYTIME NOON NEWS WEEKDAY (6950)	10	30					1			1	2,000	1	2,000.00
7	10-22-2012	10-24-2012	12:00PM - 12:30PM	DAYTIME NOON NEWS WEEKDAY (6950)	10	30	1		1					2	2,000	2	4,000.00
8	10-19-2012	10-19-2012	03:00PM - 04:00PM	DAYTIME 3-4P MO-FR (7997)	10	30					1			1	1,500	1	1,500.00
9	10-22-2012	10-24-2012	03:00PM - 04:00PM	DAYTIME 3-4P MO-FR (7997)	10	30	1	1	1					3	1,500	3	4,500.00
10	10-19-2012	10-19-2012	04:00PM - 05:00PM	EARLY NEWS 4P MO-FR (7239)	10	30					2			2	1,500	2	3,000.00
11	10-22-2012	10-25-2012	04:00PM - 05:00PM	EARLY NEWS 4P MO-FR (7239)	10	30	2	1	2	1				6	1,500	6	9,000.00
12	10-19-2012	10-19-2012	05:00PM - 06:00PM	EARLY NEWS 5P MO-FR (6988)	10	30					2			2	2,800	2	5,600.00
13	10-22-2012	10-25-2012	05:00PM - 06:00PM	EARLY NEWS 5P MO-FR (6988)	10	30	2	2	2	2				8	2,800	8	22,400.00
14	10-19-2012	10-19-2012	06:00PM - 06:30PM	EARLY NEWS 6P MO-FR (6989)	10	30					1			1	4,250	1	4,250.00
15	10-22-2012	10-25-2012	06:00PM - 06:30PM	EARLY NEWS 6P MO-FR (6989)	10	30	1	1	1	1				4	4,250	4	17,000.00

This agreement is subject to the terms and conditions indicated above.

Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood



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400113	09-25-2012	09-25-2012	1	NRCC-INDEPENDENT EXPENDITURE	NRCC IE 2012	POLITICALS	WPVI - PHILADELPHIA

Agency Est#			CMS #	Sales Office	Account Executive	Start Date	End Date	Billing						Package	Contract Title		
155 426 3259			244484	PHILADELPHIA	A. CLIFFORD	10-19-2012	10-25-2012	M (Broadcast Month, Cycle 1)						N	244484		
Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
Agency CPE: C : 155 P : 426 E : 3259																	
16	10-19-2012	10-19-2012	07:00PM - 07:30PM	ACCESS MO-FR JEOPARDY (7063)	10	30					1			1	4,200	1	4,200.00
17	10-22-2012	10-24-2012	07:00PM - 07:30PM	ACCESS MO-FR JEOPARDY (7063)	10	30	1	1	1					3	4,200	3	12,600.00
18	10-19-2012	10-19-2012	11:00PM - 11:35PM	LATE NEWS MO-SU (6969)	10	30					1			1	5,000	1	5,000.00
19	10-22-2012	10-25-2012	11:00PM - 11:35PM	LATE NEWS MO-SU (6969)	10	30	1	1	1	1				4	5,000	4	20,000.00
20	10-24-2012	10-24-2012	08:00PM - 09:00PM	PRIME WE8 (7019)	10	30			1					1	9,500	1	9,500.00
M	MG Group #	Preempted	Rate	Reason	MG Description	Duration											
	332811	10-24-2012	9,500	NOT AVAILABLE	1 X 30 @ \$9,500 T 10:00PM - 11:00PM - 10/23/12-10/23/12 (7016)	30		X						1	9,500	1	9,500.00
	Total:		9,500											Preempt Total:		-1	-9,500.00
21	10-19-2012	10-19-2012	11:30PM - 11:40PM	HIGH SCHOOL HUDDLE FRI (7068)	10	30					1			1	2,500	1	2,500.00
22	10-20-2012	10-20-2012	06:00AM - 08:00AM	WEEKEND NEWS 6-8A SA (6997)	10	30						1		1	1,000	1	1,000.00
23	10-21-2012	10-21-2012	06:00AM - 07:00AM	WEEKEND NWS 6-7A SU (7055)	10	30							1	1	600	1	600.00
24	10-21-2012	10-21-2012	07:00AM - 08:00AM	WEEKEND NWS 7-8A SU (7056)	10	30							2	2	850	2	1,700.00
25	10-21-2012	10-21-2012	10:00AM - 10:30AM	WEEKEND NWS 1130A-12P SU INSIDE STORY (7	10	30							1	1	800	1	800.00
26	10-21-2012	10-21-2012	11:00PM - 11:35PM	LATE NEWS MO-SU (6969)	10	30							1	1	5,000	1	5,000.00

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Contract No 400113	Contract Dt 09-25-2012	Revision Dt 09-25-2012	Rev# 1	Advertiser NRCC-INDEPENDENT EXPENDITURE	Brand NRCC IE 2012	Product Code POLITICALS	Station/Market WPVI - PHILADELPHIA											
Agency Est# 155 426 3259		CMS # 244484	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 10-19-2012	End Date 10-25-2012	Billing M (Broadcast Month, Cycle 1)	Package N	Contract Title 244484									
Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$	
			Agency CPE: C : 155 P : 426 E : 3259															
														Contracted Gross Total:		69	188,750.00	
														Actual Gross Total:		69	188,750.00	
														Agency Commission:			28,312.50	
														Net Total:			160,437.50	
Month/YR		Preempted		Made Good		Contract Total		Adjustments						Actual Total				
Oct 12		9,500.00		9,500.00		188,750.00		0.00						188,750.00				
TOTAL		9,500.00		9,500.00		188,750.00		0.00						188,750.00				

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